

In the Specification:

Please amend the paragraph beginning on page 8, line 21, as follows:

--The above subjects can be overcome by providing, for example, as set forth in claim 1 and as shown in FIG. 16, a liquid crystal display device comprising a liquid crystal display panel 501 having picture elements which are arranged at intersection points of a plurality of data bus lines 502a and a plurality of gate bus lines 503a in a matrix; a data driver 502 for supplying image data to the data bus lines 502a in unit of picture element; a gate driver 503 for driving the picture elements into their operation states sequentially via the gate bus lines 503a in synchronism with a horizontal synchronizing signal; an input controlling portion 555 for controlling the image data displayed on the liquid crystal display panel 501 by supplying a display control signal, which contains at least the image data and the horizontal synchronizing signal, to the data driver 502 and the gate driver 503; and a reference voltage generating portion 556 for generating a reference voltage, which is applied to the picture elements with predetermined polarities on the liquid crystal display panel 501, based on the image data; wherein the input controlling portion 555 monitors a correlation between a change period of a display pattern of the image data and a polarity inverting period of the reference voltages, and then switches arbitrarily the polarity inverting period when it is decided that the change period synchronizes with the polarity inverting period.--